

The Entrepreneurial Venture

Newly updated, this comprehensive text covers basic concepts and emerging issues on entrepreneurship. Emphasizing that new venture creation requires planning and skill as well as inspiration, these readings portray the entrepreneur as the ultimate general manager, responsible for orchestrating the relationships among all parts of the organization. Profiles and examples from variety of companies and fields illustrate the diverse, imaginative ways in which entrepreneurs think and act. These readings provide a practical-oriented grounding that can function alone or be interwoven with case studies and other material. The accompanying questions will provoke new ideas and fuel discussion.

For entrepreneur, this book can be used as both a handbook and an authoritative source of reference. The readings cover every phase of entrepreneur's experience: generating and assessing ideas, preparing a business plan and enlisting stakeholder support, raising capital, and managing the operations and finances of the growing venture.

